

11 of 11

Rep Firm	
Sales Office (	) PHILADELPHIA
Salesperson (	) KATE BRADY
Salesperson Phone#	215-567-6005
Salesperson FAX#	215-567-5938

$$SC = *$$

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU	8A-9A	CBS THIS MORNING	:30	\$150.00	10/23-10/23	1	1	1	\$150.00	
		Buyline Comment: WIN										
	2	W	8A-9A	CBS THIS MORNING	:30	\$150.00	10/24-10/24	1	1	1	\$150.00	
		Buyline Comment: WIN										
	3	TH	8A-9A	CBS THIS MORNING	:30	\$150.00	10/25-10/25	1	1	1	\$150.00	
		Buyline Comment: WIN										
	4	F	8A-9A	CBS THIS MORNING	:30	\$150.00	10/26-10/26	1	1	1	\$150.00	
		Buyline Comment: WIN										
	5	M	8A-9A	CBS THIS MORNING	:30	\$150.00	10/29-10/29	1	1	1	\$150.00	
		Buyline Comment: WIN										
	6	TU	1235A-135A	LATE, LATE SHOW W/ CRAIG FERGUSON	:30	\$175.00	10/23-10/23	1	1	1	\$175.00	
		Buyline Comment: WIN										
	7	W	1235A-135A	LATE, LATE SHOW W/ CRAIG FERGUSON	:30	\$175.00	10/24-10/24	1	1	1	\$175.00	
		Buyline Comment: WIN										
	8	TH	1235A-135A	LATE, LATE SHOW W/ CRAIG FERGUSON	:30	\$175.00	10/25-10/25	1	1	1	\$175.00	
		Buyline Comment: WIN										
	9	F	1235A-135A	LATE, LATE SHOW W/ CRAIG FERGUSON	:30	\$175.00	10/26-10/26	1	1	1	\$175.00	
		Buyline Comment: WIN										

Station WISH-TV INDIANAPOLIS, IN  
 Advertiser ( ) JOE DONNELLY 4 US S  
 Product JOE DONNELLY 4 SEN  
 Estimate# 2507  
 Buyer Erica Corso  
 Phone#  
 Fax#

Agency ( ) BUYING TIME  
 650 MASSACHUSETTS AVE, N.W., SUITE 210  
 WASHINGTON, DC 20001  
 Agency C/P1/P2/E 299/301/2507  
 Flight Dates 10/23/2012 - 10/29/2012  
 Hiatus Weeks

Rep Firm  
 Sales Office ( ) PHILADELPHIA  
 Salesperson ( ) KATE BRADY  
 Salesperson Phone# 215-567-6005  
 Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	10	M	1235A-135A	LATE, LATE SHOW W/ CRAIG FERGUSON	:30	\$175.00	10/29-10/29	1	1	1	\$175.00	
				Buyline Comment: WIN								
	11	SU	6A-9A	DAYBREAK SUNDAY	:30	\$200.00	10/28-10/28	1	1	1	\$200.00	
				Buyline Comment: WIN								
	12	SA	6A-9A	DAYBREAK SATURDAY	:30	\$250.00	10/27-10/27	1	1	1	\$250.00	
				Buyline Comment: WIN								
	13	TU	4P-5P	ANDERSON	:30	\$300.00	10/23-10/23	1	1	1	\$300.00	
				Buyline Comment: WIN								
	14	W	4P-5P	ANDERSON	:30	\$300.00	10/24-10/24	1	1	1	\$300.00	
				Buyline Comment: WIN								
	15	TH	4P-5P	ANDERSON	:30	\$300.00	10/25-10/25	1	1	1	\$300.00	
				Buyline Comment: WIN								
	16	F	4P-5P	ANDERSON	:30	\$300.00	10/26-10/26	1	1	1	\$300.00	
				Buyline Comment: WIN								
	17	M	4P-5P	ANDERSON	:30	\$300.00	10/29-10/29	1	1	1	\$300.00	
				Buyline Comment: WIN								
	18	TU	3P-4P	RACHAEL RAY	:30	\$300.00	10/23-10/23	1	1	1	\$300.00	
				Buyline Comment: WIN								
	19	W	3P-4P	RACHAEL RAY	:30	\$300.00	10/24-10/24	1	1	1	\$300.00	
				Buyline Comment: WIN								
	20	TH	3P-4P	RACHAEL RAY	:30	\$300.00	10/25-10/25	1	1	1	\$300.00	
				Buyline Comment: WIN								

Station WISH-TV INDIANAPOLIS, IN Agency ( ) BUYING TIME  
 Advertiser ( ) JOE DONNELLY 4 US S 650 MASSACHUSETTS AVE, N.W., SUITE 210  
 Product JOE DONNELLY 4 SEN WASHINGTON, DC 20001  
 Estimate# 2507 Agency C/P1/P2/E 299/301/2507  
 Buyer Erica Corso Flight Dates 10/23/2012 - 10/29/2012  
 Phone# Hiatus Weeks  
 Fax#

Rep Firm  
 Sales Office ( ) PHILADELPHIA  
 Salesperson ( ) KATE BRADY  
 Salesperson Phone# 215-567-6005  
 Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	21	F	3P-4P	RACHAEL RAY	:30	\$300.00	10/26-10/26	1	1	1	\$300.00	
				Buyline Comment: WIN								
	22	M	3P-4P	RACHAEL RAY	:30	\$300.00	10/29-10/29	1	1	1	\$300.00	
				Buyline Comment: WIN								
	23	TU	7A-8A	DAYBREAK/CBS THIS MORNING	:30	\$350.00	10/23-10/23	1	1	1	\$350.00	
				Buyline Comment: WIN								
	24	W	7A-8A	DAYBREAK/CBS THIS MORNING	:30	\$350.00	10/24-10/24	1	1	1	\$350.00	
				Buyline Comment: WIN								
	25	TH	7A-8A	DAYBREAK/CBS THIS MORNING	:30	\$350.00	10/25-10/25	1	1	1	\$350.00	
				Buyline Comment: WIN								
	26	F	7A-8A	DAYBREAK/CBS THIS MORNING	:30	\$350.00	10/26-10/26	1	1	1	\$350.00	
				Buyline Comment: WIN								
	27	M	7A-8A	DAYBREAK/CBS THIS MORNING	:30	\$350.00	10/29-10/29	1	1	1	\$350.00	
				Buyline Comment: WIN								
	28	SA	7P-8P	ET WKND	:30	\$400.00	10/27-10/27	1	1	1	\$400.00	
				Buyline Comment: WIN								
	29	TU	2P-3P	THE TALK	:30	\$450.00	10/23-10/23	1	1	1	\$450.00	
				Buyline Comment: WIN								
	30	W	2P-3P	THE TALK	:30	\$450.00	10/24-10/24	1	1	1	\$450.00	
				Buyline Comment: WIN								
	31	TH	2P-3P	THE TALK	:30	\$450.00	10/25-10/25	1	1	1	\$450.00	
				Buyline Comment: WIN								

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Station WISH-TV INDIANAPOLIS, IN  
 Advertiser ( ) JOE DONNELLY 4 US S  
 Product JOE DONNELLY 4 SEN  
 Estimate# 2507  
 Buyer Erica Corso  
 Phone#  
 Fax#  
 Agency ( ) BUYING TIME  
 650 MASSACHUSETTS AVE, N.W., SUITE 210  
 WASHINGTON, DC 20001  
 Agency C/P1/P2/E 299/301/2507  
 Flight Dates 10/23/2012 - 10/29/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) PHILADELPHIA  
 Salesperson ( ) KATE BRADY  
 Salesperson Phone# 215-567-6005  
 Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	43	M	7P-730P	INSIDE EDITION	:30	\$550.00	10/29-10/29	1	1	1	\$550.00	
				Buyline Comment: WIN								
	44	TU	5P-530P	WISH-TV NEWS 8 AT 5	:30	\$600.00	10/23-10/23	1	1	1	\$600.00	
				Buyline Comment: WIN								
	45	W	5P-530P	WISH-TV NEWS 8 AT 5	:30	\$600.00	10/24-10/24	1	1	1	\$600.00	
				Buyline Comment: WIN								
	46	TH	5P-530P	WISH-TV NEWS 8 AT 5	:30	\$600.00	10/25-10/25	1	1	1	\$600.00	
				Buyline Comment: WIN								
	47	F	5P-530P	WISH-TV NEWS 8 AT 5	:30	\$600.00	10/26-10/26	1	1	1	\$600.00	
				Buyline Comment: WIN								
	48	M	5P-530P	WISH-TV NEWS 8 AT 5	:30	\$600.00	10/29-10/29	1	1	1	\$600.00	
				Buyline Comment: WIN								
	49	TU	6P-630P	WISH-TV NEWS 8 AT 6	:30	\$600.00	10/23-10/23	1	1	1	\$600.00	
				Buyline Comment: WIN								
	50	W	6P-630P	WISH-TV NEWS 8 AT 6	:30	\$600.00	10/24-10/24	1	1	1	\$600.00	
				Buyline Comment: WIN								
	51	TH	6P-630P	WISH-TV NEWS 8 AT 6	:30	\$600.00	10/25-10/25	1	1	1	\$600.00	
				Buyline Comment: WIN								
	52	F	6P-630P	WISH-TV NEWS 8 AT 6	:30	\$600.00	10/26-10/26	1	1	1	\$600.00	
				Buyline Comment: WIN								
	53	M	6P-630P	WISH-TV NEWS 8 AT 6	:30	\$600.00	10/29-10/29	1	1	1	\$600.00	
				Buyline Comment: WIN								

Station WISH-TV INDIANAPOLIS, IN Agency ( ) BUYING TIME Rep Firm ( ) PHILADELPHIA  
 Advertiser ( ) JOE DONNELLY 4 US S 650 MASSACHUSETTS AVE., N.W., SUITE 210 Sales Office ( ) KATE BRADY  
 Product JOE DONNELLY 4 SEN WASHINGTON, DC 20001 Salesperson ( )  
 Estimate# 2507 Agency C/P1/P2/E 299/301/2507 Salesperson Phone# 215-567-6005  
 Buyer Erica Corso Flight Dates 10/23/2012 - 10/29/2012 Salesperson FAX# 215-567-5938  
 Phone# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	54	SU	6P-7P	WISH-TV 6P NEWS WEEKEND	:30	\$600.00	10/28-10/28	1	1	1	\$600.00	
				Buyline Comment: WIN								
	55	TU	11A-12P	THE PRICE IS RIGHT	:30	\$600.00	10/23-10/23	1	1	1	\$600.00	
				Buyline Comment: WIN								
	56	W	11A-12P	THE PRICE IS RIGHT	:30	\$600.00	10/24-10/24	1	1	1	\$600.00	
				Buyline Comment: WIN								
	57	TH	11A-12P	THE PRICE IS RIGHT	:30	\$600.00	10/25-10/25	1	1	1	\$600.00	
				Buyline Comment: WIN								
	58	F	11A-12P	THE PRICE IS RIGHT	:30	\$600.00	10/26-10/26	1	1	1	\$600.00	
				Buyline Comment: WIN								
	59	M	11A-12P	THE PRICE IS RIGHT	:30	\$600.00	10/29-10/29	1	1	1	\$600.00	
				Buyline Comment: WIN								
	60	TU	530P-6P	WISH-TV NEWS 8 AT 5:30	:30	\$600.00	10/23-10/23	1	1	1	\$600.00	
				Buyline Comment: WIN								
	61	W	530P-6P	WISH-TV NEWS 8 AT 5:30	:30	\$600.00	10/24-10/24	1	1	1	\$600.00	
				Buyline Comment: WIN								
	62	TH	530P-6P	WISH-TV NEWS 8 AT 5:30	:30	\$600.00	10/25-10/25	1	1	1	\$600.00	
				Buyline Comment: WIN								
	63	F	530P-6P	WISH-TV NEWS 8 AT 5:30	:30	\$600.00	10/26-10/26	1	1	1	\$600.00	
				Buyline Comment: WIN								
	64	M	530P-6P	WISH-TV NEWS 8 AT 5:30	:30	\$600.00	10/29-10/29	1	1	1	\$600.00	
				Buyline Comment: WIN								

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Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	65	SU	11P-1130P	WISH-TV NEWS 8 @ 11	:30	\$600.00	10/28-10/28	1	1	1	\$600.00	
	Buyline Comment: WIN											
	66	SA	11P-1135P	WISH-TV NEWS 8 @ 11	:30	\$600.00	10/27-10/27	1	1	1	\$600.00	
	Buyline Comment: WIN											
	67	TU	12P-1230P	WISH-TV NEWS 8 @ NOON	:30	\$650.00	10/23-10/23	1	1	1	\$650.00	
	Buyline Comment: WIN											
	68	W	12P-1230P	WISH-TV NEWS 8 @ NOON	:30	\$650.00	10/24-10/24	1	1	1	\$650.00	
	Buyline Comment: WIN											
	69	TH	12P-1230P	WISH-TV NEWS 8 @ NOON	:30	\$650.00	10/25-10/25	1	1	1	\$650.00	
	Buyline Comment: WIN											
	70	F	12P-1230P	WISH-TV NEWS 8 @ NOON	:30	\$650.00	10/26-10/26	1	1	1	\$650.00	
	Buyline Comment: WIN											
	71	M	12P-1230P	WISH-TV NEWS 8 @ NOON	:30	\$650.00	10/29-10/29	1	1	1	\$650.00	
	Buyline Comment: WIN											
	72	SU	9A-1030A	CBS SUNDAY MORNING NEWS	:30	\$700.00	10/28-10/28	1	1	1	\$700.00	
	Buyline Comment: WIN											
	73	TU	1230P-2P	CBS SOAPS Y&R / B&B	:30	\$750.00	10/23-10/23	1	1	1	\$750.00	
	Buyline Comment: WIN											
	74	W	1230P-2P	CBS SOAPS Y&R / B&B	:30	\$750.00	10/24-10/24	1	1	1	\$750.00	
	Buyline Comment: WIN											
	75	TH	1230P-2P	CBS SOAPS Y&R / B&B	:30	\$750.00	10/25-10/25	1	1	1	\$750.00	
	Buyline Comment: WIN											

Station WISH-TV INDIANAPOLIS, IN  
 Advertiser ( ) JOE DONNELLY 4 US S  
 Product JOE DONNELLY 4 SEN  
 Estimate# 2507  
 Buyer Erica Corso  
 Phone#  
 Fax#  
 Agency ( ) BUYING TIME  
 650 MASSACHUSETTS AVE, N.W., SUITE 210  
 WASHINGTON, DC 20001  
 Agency C/P1/P2/E 299/301/2507  
 Flight Dates 10/23/2012 - 10/29/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) PHILADELPHIA  
 Salesperson ( ) KATE BRADY  
 Salesperson Phone# 215-567-6005  
 Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	76	F	1230P-2P	CBS SOAPS Y&R / B&B	:30	\$750.00	10/26-10/26	1	1	1	\$750.00	
				Buyline Comment: WIN								
	77	M	1230P-2P	CBS SOAPS Y&R / B&B	:30	\$750.00	10/29-10/29	1	1	1	\$750.00	
				Buyline Comment: WIN								
	78	TU	11P-1135P	WISH-TV NEWS 8 @ 11	:30	\$900.00	10/23-10/23	1	1	1	\$900.00	
				Buyline Comment: WIN								
	79	W	11P-1135P	WISH-TV NEWS 8 @ 11	:30	\$900.00	10/24-10/24	1	1	1	\$900.00	
				Buyline Comment: WIN								
	80	TH	11P-1135P	WISH-TV NEWS 8 @ 11	:30	\$900.00	10/25-10/25	1	1	1	\$900.00	
				Buyline Comment: WIN								
	81	F	11P-1135P	WISH-TV NEWS 8 @ 11	:30	\$900.00	10/26-10/26	1	1	1	\$900.00	
				Buyline Comment: WIN								
	82	M	11P-1135P	WISH-TV NEWS 8 @ 11	:30	\$900.00	10/29-10/29	1	1	1	\$900.00	
				Buyline Comment: WIN								
	83	TU	730P-8P	ENTERTAINMENT TONIGHT	:30	\$900.00	10/23-10/23	1	1	1	\$900.00	
				Buyline Comment: WIN								
	84	W	730P-8P	ENTERTAINMENT TONIGHT	:30	\$900.00	10/24-10/24	1	1	1	\$900.00	
				Buyline Comment: WIN								
	85	TH	730P-8P	ENTERTAINMENT TONIGHT	:30	\$900.00	10/25-10/25	1	1	1	\$900.00	
				Buyline Comment: WIN								
	86	F	730P-8P	ENTERTAINMENT TONIGHT	:30	\$900.00	10/26-10/26	1	1	1	\$900.00	
				Buyline Comment: WIN								



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Buyline Comment: WIN

Station WISH-TV INDIANAPOLIS, IN Agency ( ) BUYING TIME  
 Advertiser ( ) JOE DONNELLY 4 US S 650 MASSACHUSETTS AVE, N.W., SUITE 210  
 Product JOE DONNELLY 4 SEN WASHINGTON, DC 20001  
 Estimate# 2507 Agency C/P1/P2/E 299/301/2507  
 Buyer Erica Corso Flight Dates 10/23/2012 - 10/29/2012  
 Phone# Hiatus Weeks  
 Fax#

Rep Firm  
 Sales Office ( ) PHILADELPHIA  
 Salesperson ( ) KATE BRADY  
 Salesperson Phone# 215-567-6005  
 Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	98	M	9P-10P	2.5 MEN/MIKE & MOLLY	:30	\$4,000.00	10/29-10/29	1	1	1	\$4,000.00	
	Buyline Comment: WIN											
	99	SU	8P-9P	BIG BROTHER	:30	\$4,000.00	10/28-10/28	1	1	1	\$4,000.00	
	Buyline Comment: WIN											
	100	TU	8P-9P	NCIS	:30	\$4,000.00	10/23-10/23	1	1	1	\$4,000.00	
	Buyline Comment: WIN											
	101	TU-F	8A-9A	EARLY SHOW	:30	\$150.00	10/23-10/26	2	1	2	\$300.00	
	Buyline Comment: MKGDS FROM 10/16 SKED											
	102	TU-F	8A-9A	EARLY SHOW	:30	\$150.00	10/23-10/26	2	1	2	\$300.00	
	Buyline Comment: PART OF MKGDS FOR WK OF 10/15 N/A											
	103	SA	6A-9A	SAT DAYBRK	:30	\$250.00	10/27-10/27	2	1	2	\$500.00	
	Buyline Comment: PART OF MKGDS FOR WK OF 10/15 N/A											
	104	SU	6A-9A	SUN DAYBREAK	:30	\$200.00	10/28-10/28	2	1	2	\$400.00	
	Buyline Comment: PART OF MKGDS FOR WK OF 10/15 N/A											
	105	SU	6P-7P	NEWS	:30	\$400.00	10/28-10/28	1	1	1	\$400.00	
	Buyline Comment: PART OF MKGDS FOR WK OF 10/15 N/A											
	106	TH	10P-11P	ELEMENTARY	:30	\$3,500.00	10/25-10/25	1	1	1	\$3,500.00	
	Buyline Comment: PART OF MKGDS FOR WK OF 10/15 N/A											
	107	TU-F	130A-2A	LATE NEWS REPEATS	:30	\$50.00	10/23-10/26	2	1	2	\$100.00	
	Buyline Comment: PART OF MKGDS FOR WK OF 10/15 N/A											

---REPORT TOTALS---

Station	WISH-TV INDIANAPOLIS, IN	Agency	( ) BUYING TIME	Rep Firm	( ) PHILADELPHIA
Advertiser	( ) JOE DONNELLY 4 US S		650 MASSACHUSETTS AVE, N.W., SUITE 210	Sales Office	( ) KATE BRADY
Product	JOE DONNELLY 4 SEN		WASHINGTON, DC 20001	Salesperson	
Estimate#	2507	Agency C/P1/P2/E	299/301/2507	Salesperson Phone#	215-567-6005
Buyer	Erica Corso	Flight Dates	10/23/2012 - 10/29/2012	Salesperson FAX#	215-567-5938
Phone#		Hiatus Weeks			
Fax#					

Report Totals: 113 / \$80,325.00

---SALES MONTHLY TOTALS---

Oct 12:	93 / \$62,650.00	Nov 12:	20 / \$17,675.00
Sales Totals:	113 / \$80,325.00		
Station Totals:	113 / \$80,325.00		
Lines not sent/rcld/rtn:	0 / \$0.00		

---COMPETITIVE---

Market Totals	\$803,250	CABL	0%	WISH	10%	WNDX	0%	WRTV	30%	WTHR	30%
		WTTV	0%	WXIN	30%						

---COMPETITIVE COMMENTS---

COMP ESTIMATE

Books	null
Demos	RA35+

---CREDIT RISK---

CASH IN ADVANCE

# Spot Manager: All, 10/23/12-10/29/12

Station	Advertiser	Product	Estim Order Inventory	Description	Time Period	Length	Date	Air Time	Inv. Code	Placed	Rate	Ad-ID	Priority
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Alt Order #: 06866176

WISH	POL/Joel Donnelly For U JOE DONNELL2507	Late Late Show	1237a-137a	:30	10/23/12	6:43:42 AM Daybreak @ 6	\$175.00						P2
WISH	POL/Joel Donnelly For U JOE DONNELL2507	Daybreak @ 6	558-7a	:30	10/23/12	7:28:56 AM CBS This Morning @8	\$450.00	JSD121730H					P3
WISH	POL/Joel Donnelly For U JOE DONNELL2507	CBS This Morning @8	7-8a	:30	10/23/12	8:57:15 AM CBS This Morning @8	\$150.00	JSD121730H					P3
WISH	POL/Joel Donnelly For U JOE DONNELL2507	Price Is Right	1058-12p	:30	10/23/12	12:25:03 PM Noon News	\$600.00	JSD121730H					P1
WISH	POL/Joel Donnelly For U JOE DONNELL2507	Noon News	1158a-1230p	:30	10/23/12	12:28:26 PM Y&R	\$750.00	JSD121730H					P2
WISH	POL/Joel Donnelly For U JOE DONNELL2507	Soap Rotator	1227-2p	:30	10/23/12	2:29:06 PM The Talk	\$450.00	JSD121730H					P1
WISH	POL/Joel Donnelly For U JOE DONNELL2507	Rachael Ray	258-4p	:30	10/23/12	3:48:57 PM M-F 3p-4p	\$300.00	JSD121730H					P2
WISH	POL/Joel Donnelly For U JOE DONNELL2507	Anderson Cooper	357-5p	:30	10/23/12	4:50:32 PM M-F 4p-5p	\$300.00	JSD121730H					P3
WISH	POL/Joel Donnelly For U JOE DONNELL2507	News 8 @5p	5-530p	:30	10/23/12	5:21:55 PM News 8 @5	\$600.00	JSD121730H					P3
WISH	POL/Joel Donnelly For U JOE DONNELL2507	News 8 @ 530p	530-6p	:30	10/23/12	5:38:12 PM News 8 @6	\$600.00	JSD121730H					P3
WISH	POL/Joel Donnelly For U JOE DONNELL2507	News 8 @6	558-630p	:30	10/23/12	6:21:33 PM News 8 @6	\$600.00	JSD121730H					P3
WISH	POL/Joel Donnelly For U JOE DONNELL2507	CBS Evening News	630-7p	:30	10/23/12	6:28:41 PM News 8 @6	\$1,200.00	JSD121730H					P1
WISH	POL/Joel Donnelly For U JOE DONNELL2507	Inside Edition	658-730p	:30	10/23/12	7:13:21 PM M-F 7-730p	\$550.00	JSD121730H					P3
WISH	POL/Joel Donnelly For U JOE DONNELL2507	Entertainment Tonight	728-8p	:30	10/23/12	7:39:26 PM M-F 730-8p	\$900.00	JSD121430H					P2
WISH	POL/Joel Donnelly For U JOE DONNELL2507	Tuesday 8-9p	758-9p	:30	10/23/12	7:58:51 PM Tue Hour 1	\$4,000.00	JSD121730H					P2
WISH	POL/Joel Donnelly For U JOE DONNELL2507	News 8 @ 11 M-F	11-1135p	:30	10/23/12	11:34:16 PM LN M-F	\$900.00	JSD121730H					P3
WISH	POL/Joel Donnelly For U JOE DONNELL2507	M-F News 8 Repeat	137-211a	:30	10/23/12	1:49:37 XM M-F News 8 Repea	\$50.00	JSD121730H					P3
WISH	POL/Joel Donnelly For U JOE DONNELL2507	Daybreak @ 6	558-7a	:30	10/24/12	7:29:11 AM CBS This Morning @8	\$150.00	JSD121430H					P3
WISH	POL/Joel Donnelly For U JOE DONNELL2507	CBS This Morning @8	8-9a	:30	10/24/12	8:44:55 AM CBS This Morning @8	\$150.00	JSD121430H					P3
WISH	POL/Joel Donnelly For U JOE DONNELL2507	CBS This Morning @8	8-9a	:30	10/24/12	11:59:13 AM Price is Right	\$600.00	JSD121730H					P1
WISH	POL/Joel Donnelly For U JOE DONNELL2507	Price Is Right	1058-12p	:30	10/24/12	12:16:48 PM Noon News	\$550.00	JSD121430H					P2
WISH	POL/Joel Donnelly For U JOE DONNELL2507	Noon News	1158a-1230p	:30	10/24/12	1:28:41 PM Y&R	\$750.00	JSD121430H					P1
WISH	POL/Joel Donnelly For U JOE DONNELL2507	Soap Rotator	1227-2p	:30	10/24/12	2:59:11 PM The Talk	\$450.00	JSD121730H					P2
WISH	POL/Joel Donnelly For U JOE DONNELL2507	The Talk	2-3p	:30	10/24/12	3:59:26 PM M-F 3p-4p	\$300.00	JSD121430H					P3
WISH	POL/Joel Donnelly For U JOE DONNELL2507	Rachael Ray	258-4p	:30	10/24/12	4:49:00 PM M-F 4p-5p	\$300.00	JSD121730H					P3
WISH	POL/Joel Donnelly For U JOE DONNELL2507	Anderson Cooper	357-5p	:30	10/24/12	5:18:10 PM News 8 @5	\$600.00	JSD121730H					P3
WISH	POL/Joel Donnelly For U JOE DONNELL2507	News 8 @5p	5-530p	:30	10/24/12	5:33:59 PM News 8 @530	\$600.00	JSD121430H					P3
WISH	POL/Joel Donnelly For U JOE DONNELL2507	News 8 @ 530p	530-6p	:30	10/24/12	6:04:55 PM News 8 @6	\$600.00	JSD121430H					P3
WISH	POL/Joel Donnelly For U JOE DONNELL2507	News 8 @6	558-630p	:30	10/24/12	6:44:13 PM CBS Evening News	\$1,200.00	JSD121730H					P1
WISH	POL/Joel Donnelly For U JOE DONNELL2507	CBS Evening News	630-7p	:30	10/24/12	7:21:42 PM M-F 7-730p	\$550.00	JSD121430H					P3
WISH	POL/Joel Donnelly For U JOE DONNELL2507	Inside Edition	658-730p	:30	10/24/12	7:40:10 PM M-F 730-8p	\$900.00	JSD121430H					P2
WISH	POL/Joel Donnelly For U JOE DONNELL2507	Entertainment Tonight	728-8p	:30	10/24/12	11:14:32 PM 11P News WX Spo	\$900.00	JSD121730H					P3
WISH	POL/Joel Donnelly For U JOE DONNELL2507	News 8 @ 11 M-F	11-1135p	:30	10/24/12	1:00:40 XM M-F News 8 Show	\$175.00	JSD121430H					P2
WISH	POL/Joel Donnelly For U JOE DONNELL2507	Late Late Show	1237a-137a	:30	10/24/12	2:10:26 XM M-F News 8 Repea	\$50.00	JSD121430H					P3
WISH	POL/Joel Donnelly For U JOE DONNELL2507	M-F News 8 Repeat	137-211a	:30	10/25/12	7:26:02 AM CBS This Morning @6	\$450.00	JSD121430H					P3
WISH	POL/Joel Donnelly For U JOE DONNELL2507	Daybreak @ 6	558-7a	:30	10/25/12	8:17:09 AM CBS This Morning @8	\$150.00	JSD121730H					P3
WISH	POL/Joel Donnelly For U JOE DONNELL2507	CBS This Morning @8	7-8a	:30	10/25/12	8:37:50 AM CBS This Morning @8	\$150.00	JSD121730H					P3
WISH	POL/Joel Donnelly For U JOE DONNELL2507	CBS This Morning @8	8-9a	:30	10/25/12	10:58:56 AM Price Is Right	\$600.00	JSD121730H					P1
WISH	POL/Joel Donnelly For U JOE DONNELL2507	Price Is Right	1058-12p	:30	10/25/12	12:09:48 PM Noon News WX Sp	\$650.00	JSD121730H					P2
WISH	POL/Joel Donnelly For U JOE DONNELL2507	Noon News	1158a-1230p	:30	10/25/12	1:29:11 PM Y&R	\$750.00	JSD121730H					P1
WISH	POL/Joel Donnelly For U JOE DONNELL2507	Soap Rotator	1227-2p	:30	10/25/12	2:29:26 PM The Talk	\$450.00	JSD121730H					P2
WISH	POL/Joel Donnelly For U JOE DONNELL2507	The Talk	2-3p	:30	10/25/12								P2

[Filtered by: ] [Sorted by: Alt Order #]

# Spot Manager: All, 10/23/12-10/29/12

Station	Advertiser	Product	Estimote	Inventory	Description	Time Period	Length	Date	Air Time	Inv. Code	Placed	Rate	Ad-ID	Priority
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Alt Order #: 06866176

WISH	POL/Jo	Donnelly For UJOE DONNELL2507	Rachael Ray			258-4p	:30	10/25/12	3:08:50 PM M-F 3p-4p			\$300.00		P3
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	Anderson Cooper			357-5p	:30	10/25/12	4:20:48 PM M-F 4p-5p			\$300.00		P3
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	News 8 @5p			5-530p	:30	10/25/12	5:07:20 PM News 8 @5			\$600.00		P3
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	News 8 @ 530p			530-6p	:30	10/25/12	5:51:41 PM News 8 @530			\$600.00		P3
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	News 8 @6			558-630p	:30	10/25/12	6:19:18 PM News 8 @ WX Spo			\$600.00		P3
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	CBS Evening News			630-7p	:30	10/25/12	6:58:56 PM M-F 7-730p			\$1,200.00		P1
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	Inside Edition			658-730p	:30	10/25/12	7:21:42 PM M-F 7-730p			\$550.00		P3
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	Entertainment Tonight			728-8p	:30	10/25/12	7:47:15 PM M-F 730-8p			\$900.00		P2
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	Thursday 10-11p			958-11p	:30	10/25/12	10:31:27 PM Thur Hour 3			\$3,500.00		P3
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	News 8 @ 11 M-F			11-1135p	:30	10/25/12	11:06:30 PM LN M-F			\$900.00		P3
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	Late Late Show			1237a-137a	:30	10/25/12	1:24:05 XM Late Late Show			\$175.00		P2
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	Friday 8-9p			758-9p	:30	10/26/12	Fri Hour 1			\$1,600.00		P3
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	CBS This Morning @8			8-9a	:30	10/26/12	CBS This Morning @ 6			\$150.00		P3
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	Daybreak @ 6			558-7a	:30	10/26/12	7:59:26 AM CBS This Morning @ 6			\$450.00		P3
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	CBS This Morning @7a			7-8a	:30	10/26/12	8:17:24 AM CBS This Morning @ 7			\$150.00		P3
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	CBS This Morning @8			8-9a	:30	10/26/12	8:28:41 AM CBS This Morning @ 8			\$150.00		P3
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	Price Is Right			1058-12p	:30	10/26/12	11:58:43 AM Price Is Right			\$600.00		P1
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	Noon News			1158a-1230p	:30	10/26/12	12:03:52 PM Noon News			\$650.00		P2
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	Soap Retator			1227-2p	:30	10/26/12	12:28:26 PM Y&R			\$750.00		P1
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	The Talk			2-3p	:30	10/26/12	2:59:11 PM The Talk			\$450.00		P2
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	Rachael Ray			258-4p	:30	10/26/12	3:17:25 PM M-F 3p-4p			\$300.00		P3
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	Anderson Cooper			357-5p	:30	10/26/12	4:09:39 PM M-F 4p-5p			\$300.00		P3
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	News 8 @5p			5-530p	:30	10/26/12	5:28:40 PM News 8 @530			\$600.00		P3
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	News 8 @ 530p			530-6p	:30	10/26/12	5:45:19 PM News 8 @530			\$600.00		P3
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	News 8 @6			558-630p	:30	10/26/12	6:20:41 PM News 8 @6			\$600.00		P3
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	CBS Evening News			630-7p	:30	10/26/12	6:28:41 PM News 8 @6			\$1,200.00		P1
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	Inside Edition			658-730p	:30	10/26/12	7:06:29 PM M-F 7-730p			\$550.00		P3
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	Entertainment Tonight			728-8p	:30	10/26/12	7:39:40 PM M-F 730-8p			\$900.00		P2
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	Friday 9-10p			858-10p	:30	10/26/12	9:40:28 PM Fri Hour 2			\$1,600.00		P3
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	Friday 10-11p			958-11p	:30	10/26/12	10:29:57 PM Fri Hour 3			\$3,500.00		P3
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	News 8 @ 11 M-F			11-1135p	:30	10/26/12	11:07:44 PM LN M-F			\$900.00		P3
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	Late Late Show			1237a-137a	:30	10/26/12	1:12:45 XM Late Late Show			\$175.00		P2
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	Daybreak Saturday			558-9a	:30	10/27/12	6:13:33 AM Daybreak Saturday			\$250.00		P3
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	Daybreak Saturday			558-9a	:30	10/27/12	6:29:21 AM Daybreak Saturday			\$250.00		P3
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	Daybreak Saturday			558-9a	:30	10/27/12	6:43:54 AM Daybreak Saturday			\$250.00		P3
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	ET Weekend			658-8p	:30	10/27/12	7:13:51 PM Sat 7p-8p			\$400.00		P3
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	Saturday 10-11p			958-11p	:30	10/27/12	10:30:41 PM Sat Hour 3			\$1,000.00		P3
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	News 8 @11 Saturday			11-1135p	:30	10/27/12	11:26:03 PM LN Sa			\$600.00		P3
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	CBS Sunday Morning			858-1030a	:30	10/28/12	CBS Sunday Morning			\$700.00		P3
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	Daybreak Sunday			558-9a	:30	10/28/12	Daybreak Sunday			\$200.00		P3
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	Daybreak Sunday			558-9a	:30	10/28/12	6:29:36 AM Daybreak Sunday			\$200.00		P3
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	Daybreak Sunday			558-9a	:30	10/28/12	6:50:48 AM Daybreak Sunday			\$200.00		P3
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	News 8 Weekend/Sunday			558-7p	:30	10/28/12	6:12:52 PM News 8 Weekend/S			\$600.00		P2
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	News 8 Weekend/Sunday			558-7p	:30	10/28/12	6:25:14 PM News 8 Weekend/S			\$400.00		P3
WISH	POL/Jo	Donnelly For UJOE DONNELL2507	Sunday 8-9p			758-9p	:30	10/28/12	8:40:18 PM Sun Hour 2			\$4,000.00		P2

[Filtered by: ] [Sorted by: Alt Order #]

Spot Manager: All, 10/23/12-10/29/12

Station	Advertiser	Product	Estimote Inventory Description	Time Period	Length	Date	Air Time	Inv. Code	Placed	Rate	Ad-ID	Priority
Alt Order #: 06866176												
WISH	POL/Joel Donnelly	For U JOE DONNELL	2507 News 8 @ 11 Sunday	11-1130p	:30	10/28/12	11:25:27 PM LN Su			\$600.00		P5
WISH	POL/Joel Donnelly	For U JOE DONNELL	2507 News 8 @5p	5-530p	:30	10/29/12	News 8 @5			\$600.00		P3
WISH	POL/Joel Donnelly	For U JOE DONNELL	2507 CBS Evening News	630-7p	:30	10/29/12	CBS Evening News			\$1,200.00		P1
WISH	POL/Joel Donnelly	For U JOE DONNELL	2507 Monday 10-11p	958-11p	:30	10/29/12	Mon Hour 3			\$3,700.00		P2
WISH	POL/Joel Donnelly	For U JOE DONNELL	2507 News 8 @ 530p	530-6p	:30	10/29/12	News 8 @530			\$600.00		P3
WISH	POL/Joel Donnelly	For U JOE DONNELL	2507 The Talk	2-3p	:30	10/29/12	The Talk			\$450.00		P2
WISH	POL/Joel Donnelly	For U JOE DONNELL	2507 Price Is Right	1058-12p	:30	10/29/12	Price Is Right			\$600.00		P1
WISH	POL/Joel Donnelly	For U JOE DONNELL	2507 Daybreak @ 6	558-7a	:30	10/29/12	6:06:12 AM Daybreak @ 6			\$450.00		P3
WISH	POL/Joel Donnelly	For U JOE DONNELL	2507 Daybreak @ 6	558-7a	:30	10/29/12	6:50:39 AM Daybreak @ 6			\$450.00		P3
WISH	POL/Joel Donnelly	For U JOE DONNELL	2507 CBS This Morning @7a	7-8a	:30	10/29/12	7:29:11 AM CBS This Morning			\$350.00		P3
WISH	POL/Joel Donnelly	For U JOE DONNELL	2507 CBS This Morning @8	8-9a	:30	10/29/12	8:45:10 AM CBS This Morning			\$150.00		P3
WISH	POL/Joel Donnelly	For U JOE DONNELL	2507 Noon News	1158a-1230p	:30	10/29/12	12:05:02 PM Noon News			\$650.00		P2
WISH	POL/Joel Donnelly	For U JOE DONNELL	2507 Soap Rotator	1227-2p	:30	10/29/12	12:29:11 PM Y&R			\$750.00		P1
WISH	POL/Joel Donnelly	For U JOE DONNELL	2507 Rachael Ray	258-4p	:30	10/29/12	3:07:50 PM M-F 3p-4p			\$300.00		P3
WISH	POL/Joel Donnelly	For U JOE DONNELL	2507 Anderson Cooper	357-5p	:30	10/29/12	4:09:09 PM M-F 4p-5p			\$300.00		P3
WISH	POL/Joel Donnelly	For U JOE DONNELL	2507 News 8 @6	558-630p	:30	10/29/12	5:59:00 PM News 8 @6			\$600.00		P3
WISH	POL/Joel Donnelly	For U JOE DONNELL	2507 Inside Edition	658-730p	:30	10/29/12	7:14:58 PM M-F 7-730p			\$550.00		P3
WISH	POL/Joel Donnelly	For U JOE DONNELL	2507 Entertainment Tonight	728-8p	:30	10/29/12	7:47:15 PM M-F 730-8p			\$900.00		P2
WISH	POL/Joel Donnelly	For U JOE DONNELL	2507 Monday 9-10p	858-10p	:30	10/29/12	9:15:13 PM Mon Hour 2			\$4,000.00		P2
WISH	POL/Joel Donnelly	For U JOE DONNELL	2507 News 8 @ 11 M-F	11-1135p	:30	10/29/12	11:33:46 PM LN M-F			\$900.00		P3
WISH	POL/Joel Donnelly	For U JOE DONNELL	2507 Late Late Show	1237a-137a	:30	10/29/12	1:23:50 XM Late Late Show			\$175.00		P2
										\$80,325.00		
										\$80,325.00		

[Filtered by: ] [Sorted by: Alt Order #]

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

**FEDERAL CANDIDATE****STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b>	<b>Date:</b> <div style="font-size: 1.2em; text-align: center;">2012</div>
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I, Buying Time, LLC,  
 being/on behalf of: Joe Donnelly, a legally  
 qualified candidate of the Democratic political  
 party for the office of: United States Senate (IN)  
 in the General  
 election to be held on: Tuesday, November 6<sup>th</sup>, 2012  
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

**Total Charges:**

\$

NET

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

Joe Donnelly for Indiana  
P.O. Box 891  
Indianapolis, IN 46206

I represent that the payment for the above described broadcast time has been furnished by:

Joe Donnelly for Indiana

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Kathy Davis

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

06/13/12  
Date

Erica Z. Co  
Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title



## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, Joe Donnelly  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ **does**

☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☐ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Joseph S. Donnelly  
signature of candidate or authorized committee

Joseph S. Donnelly  
printed name

\_\_\_\_\_  
date